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APRIL 1953

During Home Demonstration Week, May 3-9, the spotlight shines on rural women, their achievements, and their responsibilities. They mold the opinion of the future. They are the keepers of the home and know that Today's Home Builds Tomorrow's World.

EXTENSION SERVICE

*Review*



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## Ear to the Ground

- The "grapevine" rings to the Home Demonstration Week theme this month. Clearly across the half century come the booming words of Seaman A. Knapp, "The great force that readjusts the world originates in the home. Home conditions will ultimately mold the man's life."

- Tune in on a more recent channel and hear Secretary of Agriculture Ezra Taft Benson speaking to State home demonstration leaders in this year of our Lord by means of the modern tape recording, "You hold the key to much of the peace and prosperity for this great Nation because you are instrumental in shaping opinions and attitudes that start in the home. The teachings and ideas which you inculcate in the family circle will eventually become those of this great Nation because, as you know, the home is the basic unit of all society."

- Listen in on the Extension party line and you will hear Director C. M. Ferguson commend local leaders: "In the challenging days ahead, perhaps it will be well for all of us to think through thoughtfully and prayerfully ways in which we can more fully meet our responsibilities to the home and the community."

- From a Wyoming ranch, borne on the western breezes, come the practical words of Jennie Williams, president of the National Home Demonstration Council: "Telling the story of what home demonstration work means to each of us would make a long and interesting book. Each of us is affected differently. If every member of a home demonstration club would tell her story to one other woman who is not a member, I predict that our membership would double in the next year."

- Tune in on almost any station and you will hear Mrs. Raymond Sayre, world traveler and president of the Associated Country Women of the World, say: "World understanding starts with ourselves, right where we are, in our own homes and communities."



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# New England Home Demonstration Agents Study Agent Recruitment Problems

GENE B. GRIGGS, Home Demonstration Agent  
Litchfield, Conn., Chairman, Recruitment Committee  
New England Home Demonstration Agents' Association



THE special project for 1952 for the New England Home Demonstration Agents' Association Program Study Committee was the problem of recruiting home demonstration agents. In fact the committee did such a good job of surveying and analyzing the situation that the association meeting in September decided to continue the work during the coming year.

Each New England State is represented on the committee and each member submitted information from her own State on the type of recruitment program which was carried on; what part home demonstration agents played; what the present enrollment of students in home economics was; what percentage of the graduates entered the home economics profession; how many came to the Extension Service; and what was the average salary.

Adding up this information showed that most States did not have any regular recruitment program, although some agents took part in high school career days when they were invited.

Maine home demonstration agents seem to have taken the lead in getting themselves invited to participate in high school career days; they are also represented at college freshman orientation classes, and have conferred with the head of the home economics department at the State

University about the preparation of a bulletin on home economics careers. The Maine agents invite college home economics seniors to a party each year and present a program in which a younger and an older agent (in terms of service) speak of their experiences and impressions of extension work. They also send bulletins to parents of girls who might be prospective home economics majors and give the head of the home economics department the names of prospective students to contact. Radio and newspaper publicity is also used by the Maine agents in their all-out campaign for home economics students.

## *Less Than 3 Percent Choose Extension*

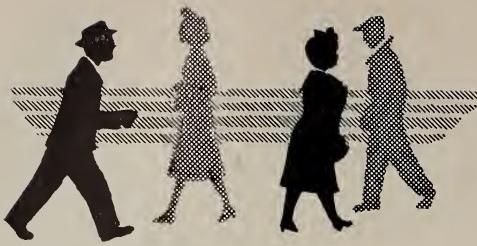
The colleges and universities in the New England States where home economics is taught, seem to have average enrollments. A total enrollment of 1,527 home economics students was reported for the 1951-52 college year by 10 colleges in five States. About 72 percent of those graduating are reported as entering the profession, but less than 3 percent of those graduating enter the Extension Service. One of the primary reasons for this small percentage seems to be the difficulties of financing a car, which is a necessity for extension agents in the New England area. Certainly the starting salaries are not a detriment

to Extension as they were reported to be on par with and, in some instances, higher than beginning salaries for secondary school teachers, dietitians, and home economics in business. Starting salaries in all home economics jobs range from \$1,820 to \$3,600 per annum, with the average, \$2,900.

## *Recommendations for '53*

Some of the States included recommendations when answering the questionnaire. Those adopted at the September meeting of the association were:

1. That this committee and its work be continued during 1953.
2. That each agent be responsible for contacting vocational guidance counselors in her county, to inform them of the need for trained home economics people and to cooperate with them on career days.
3. That each agent who has a 35 mm. camera at her disposal collect a set of slides picturing extension work in her county, to be used at career days and on other occasions.
4. That each agent having such a collection of slides bring them to the 1953 meeting of the association, so that a comparison study can be made and an exchange of slides conducted.



# Creating Conditions for Good Human Relations

"Knowledge and skill in the business of working with others" was the theme of the workshop for State home demonstration leaders, January 20-30, 1953, in Oklahoma. Some of the helpful ideas contributed will be reviewed in a series of articles beginning with this one by Dr. Bernice Milburn Moore, consultant for the Hogg Foundation, University of Texas, and the Texas Education Agency in its home and family life division.

WHY ARE we so interested in human relations? Real reasons are apparent as to why we are interested in getting along with ourselves and getting along with others in these strenuous years. Certainly we can never get along with other people unless we can first manage to live well with ourselves.

Shoulder-to-shoulder living is a real factor in our interest in human relations. We live as close to each other as it takes a voice to encircle the globe—in seconds. We get to each other so much faster and so much oftener; we work closer together in industry and in business, we live together in smaller houses and in a more intimate interrelationship in the family.

Human relations are of interest to us also because of the troubles in our world today. Tension and conflict are all about us, and we cannot avoid being affected. Our struggle for freedom is intense and constant.

Measures of our problems in human relations are national conflicts, racial tension, pathologies of crime, slum situations, divorce, child desertion, mental illness, and another we sometimes overlook—people who are just plain unhappy. Our technology has outrun our ability to use it skillfully for the well-being of man.

To help us with these problems, we are coming to have information and knowledge from the sciences of human relations. Research in psychology, sociology, and anthropology, and

research in the field of action sciences such as education, home economics, social work, extension, medicine, and personnel management have much to offer.

Contributing to difficulties in human relations is the tendency to misunderstand. We are apt to misunderstand one another because we do not communicate freely and well with each other. We put different interpretations on words because we have different backgrounds. We are unable to read other means of communication such as the tone of voice, the set of body, the expressions of the face, in addition to the words which were said. The perspective with which we look at other people and their behavior is from our own point of view. This sometimes leads to imagining other people are doing something that they really aren't doing at all.

Extension workers are leaders. Very special roles in the human relationship area belong to leaders, both on and off the job. They are persons in positions of status. They carry prestige by the job they hold. Whether they wish it or not, prestige is a factor of distance between them and those with whom they work, and is, therefore, a factor in human relationships. Leaders are turned to for information, for assistance, for help, for clarification, and sometimes for decisions that we don't want to take the responsibility for making. They are experts, and have to play the role.

They are the persons within the group who are mainly responsible for the emotional tone of the group and the relationship pattern in operation within it.

Attitudes of leaders may create difficulty. One of these is that someone—other than the leader—has to be blamed for everything that happens. Another is the tendency to overlook facts in the situation and blame the behavior on the person. We have learned through psychiatry that very often it takes only a very simple shift in the situation to clarify a behavior problem. The attitude which grows out of the belief that everyone does just as little as he possibly can in order to get as much as he possibly can, also makes trouble. When we work with people on this basis, we cannot get along too well.

Attitudes which make for effective work with other people are as real and positive as the negative ones listed above. In human relationships which are productive, we act and think and feel as if all men were men of dignity and of integrity, even the least of these. Another factor in getting along well with other people is to remember always that behavior has a cause. We learn to read the language of behavior rather than to accept it at its face value. When there is negative behavior because of frustration people need understanding and help for the frustration in order to change the behavior. Where there is frustration, where there is blockage, where there isn't satisfaction, then we must understand why and help do something about the cause rather than the effect.

The emotional climate which we create as leaders in our position of

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# Needed . . .

## The Woman's Touch

MARGATE S. KIENAST, In Charge  
Women's Activities, U. S. Forest Service



Utah clubwomen and regional forester look over good vegetation cover on a watershed.



Boy Scout plants tree seedlings on a hill in a national forest.



Fire moving through longleaf sapling stand with moderate ground cover.

WE DEFINE conservation as protection and wise use. East, West, North, and South, women are working to protect, conserve, and to use our natural resources wisely.

We don't suggest that extension agents hitch their hard-working farm groups to a lofty ideal, talk it over, approve it in principle, and then find yourself with nowhere to go from an action standpoint. Conservation programming isn't like that, not in the least! Action can start where it usually starts, by your focusing the attention of the homemaker on the problem.

She has at hand the four great renewable resources—soil, water, forests, and wildlife. The things done on a single farm set an example for farm women all over the world. Nine times out of ten your conservation program will be of immediate personal benefit to individuals of the group and to her home place. This is conservation programming in its simplest form.

When you are looking for helpful suggestions to inspire a farm group, first find out whether there are other clubs in the neighborhood with going conservation programs. Perhaps you can join forces. There is sure to be one phase of their work that is peculiarly appropriate for farm women. 4-H Clubs and home demonstration clubs in many States are already planting trees and working on other phases of conservation.

In the past 4 years, two publications have been issued especially for use of Country Women's Council constituent societies, You Owe The Land A Living and You Need Trees. Thousands of farm groups have based conservation activity on these publications.

The Federated Garden Clubs of

Michigan, stressing education as the most important need in conservation, each year sends 60 teachers to a week's conservation course given by the State of Michigan Department of Conservation at Higgins Lake. Local clubs select local teachers for the scholarships they provide. In 1948 the Garden Clubs also held a conservation workshop for their own members.

Indiana women took a leading part in the "Save the Shades" campaign in 1947 and 1948. The Shades is a 1,452-acre tract of virgin and old growth white oak, the last remaining sizable stand in the State. It was to be sold to a firm engaged in the manufacture of whisky barrels when women in the State got together and decided it was worth keeping. A small donation was requested from the membership of many clubs. The Shades is now used as a public recreation area.

Don't let anyone tell you that a woman's farm group cannot work in a field where programs are planned on a Nation-wide scale, because the needs, issues, and problems vary so widely from State to State and region to region throughout the country. The basic problems are the same, aren't they? Depletion, erosion, overuse, exploitation in time of high prices. Just the manifestations are different. Your women can stand up and be counted right where they are.

For example, think about today's conservation measures for defense production and related preparedness. Narrow it still further—think about forest conservation.

Just remember that everywhere we'll need wood, much more wood, for years to come. Someone has to see that trees are kept growing. And

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A happy group of Ramsey County 4-H campers.

## A-Camping We Will Go

MRS. CLARA M. OBERG  
Ramsey County 4-H Club Agent  
Minnesota

SOON it will be the time of year when our thoughts turn to lakes, and woods, birds, flowers, fishing, picnics, outdoor play—and Ramsey County, Minn., 4-H'ers make plans for camping at their own camp.

Back in 1946, Ramsey County 4-H Club leaders purchased the former Sophie Wirth Camp, which is located on the north shore of beautiful White Bear Lake. They bought it for \$8,500, and got busy, finding ways and means to earn funds to pay for this camp.

It has been a great inspiration to see what 4-H folks can do when they really want it—for their 4-H'ers. In 6 years, the 4-H leaders and others assisting them have paid off the \$8,500 initial cost, and they have met other costs, such as taxes, insurance, equipment, repairs, and improvements on buildings and grounds.

The "holding company" for our 4-H Camp is an incorporated 4-H camp committee, whose members have taken all responsibilities of handling legal aspects, solicitation of funds, and all the details which come with ownership of property. At present, Ray Burkholder, one of our 4-H leaders, is president of 4-H Camp,

Inc. D. D. Wendt, another 4-H leader, is secretary-treasurer. Other officers and directors are 4-H leaders and people interested in furthering a strong county 4-H Club program, of which camping is an important part.

There are many things which make 4-H camping a grand experience. There are fun and fellowship—the opportunity to make new friends and strengthen old friendships—a chance to learn to do things in crafts work, in project work, in leadership.

There's a happy atmosphere as boys and girls sit around the fireside talking, singing, learning about folks in our county and elsewhere—even in other lands. And we sense an appreciation of our wonderful country and a determination to do more, share more, enjoy more of the privileges which free citizens enjoy.

And there's a variety of recreation, including folk games, stunt night, party night, movies, outdoor play, singing, swimming. Making plans for the day's events and programs to come, provides opportunities to learn how to accept responsibility.

Mealtime is a leisurely hour when friends are made while visiting, singing, often with special guests, and it

is a chance for club members to extend hospitality. 4-H'ers at camp make their own bread and have occasion to help with some of the meal planning, preparation and serving. Every meal is a "good" meal.

Crafts work, nature study, safety, health, good grooming, game leadership, song leadership, fireside ceremonials, flag ceremonies—all of these and many more are important in successful camping.

We are often asked how the money was raised to pay for the camp. It is an interesting story. Much of the money has been earned at the Annual Harvest Festivals, which include serving booya, a glorified stew of chicken and vegetables, and staging a 4-H royalty contest. Each year the harvest festival brings in about \$1,000.

Other funds include donations, solicited by the 4-H Camp Committee or obtained through membership fees in Camp Committee, Inc.

Community interest in the Annual Harvest Festival is aroused weeks ahead of time with the selection of and campaigning for royalty candidates. Each club may have as many "royalty" candidates as it desires. Members of the club solicit votes for their candidates, charging a penny a vote. The king, queen, prince, and princess are those who bring in the most votes during the campaign. All members of royalty have their attendants, who are the runners-up. A penny a vote doesn't sound like much of a money raiser, but this year's candidates brought in over \$500.

Turkeys, chickens, and pigs, donated by country folks, canned goods, home baking, flowers, and gift items are all auctioned off.

The success of the harvest festival is a story of a community enterprise, of parents, adult leaders, and neighbors working with their own boys and girls to give them a recreation center.

The camp, on White Bear Lake, makes possible a well-rounded club program, including an opportunity for camping for all 4-H members. Moreover, it gives the clubs a central meeting place. As headquarters, it is used from early May till freeze-up. It is also used for four glorious weeks of camping in summer.

**B**ACK in the 1930's officials of the Michigan Cooperative Extension Service quickly took advantage of a golden opportunity to bring cultural riches to country-school children. Since then a unique music education program has swelled to cover all of central Michigan and include as many as 40,000 boys and girls in rural areas each year.

The State-financed Extension Service program includes three music specialists who battle tirelessly with a musical silence pervading most one-room schools. The program is like a city school supervisory system because the specialists concentrate on instructing teachers in methods and choice of material for music classes.

The specialists, Mabel O. Miles, Marie A. Adler, and Wanda V. Cook, find they have to tailor their music programs to fit into a busy class schedule where one teacher is conducting as many as 30 classes a day. There are problems, too, of equipment, materials, and wide age ranges among the children.

In all, 19 counties are participating in this program from Michigan's Extension Service. Counties provide a little clerical aid and an occasional accompanist with their expenses rarely exceeding \$50. At least 65 percent of all the rural schools in these counties participate in the program.

Every 6 weeks the teachers meet with the specialists for an afternoon session covering singing, rhythmic activities, music appreciation, and projects for children who just can't sing. In the morning the Michigan State College teachers visit schools to help teachers with special problems, or to introduce the new program. They have learned never to underestimate children—or music. In combination the mixture often turns out to be pure magic in stirring imaginations. The youngsters often make instruments of their own, or start rural school bands as evidence of their interest in music.

In this happy program, the year-end festivals prove as valuable and as much fun for everyone concerned as any event in the school year. In central Michigan last year there were 48 festivals with 17,565 boys and girls participating. The festivals

# There's MUSIC in the County Air

LORABETH MOORE, Assistant Extension Editor, Michigan

turn into immense family affairs with mother and dad there tending little brothers and sisters. Held in a city school gymnasium or auditorium, the programs include singing, of course, and that can be an inspiring demonstration; not, perhaps, because the singing is so polished or demonstrations complicated part work, but because as many as 500 boys and girls are lustily and happily making music together. Usually there are folk dances that tie in with the songs.

These festivals prove valuable in teaching the youngsters poise and ability to work together.

The program started in 1929 when the National Playground and Recreation Association of New York set up the music education in five Michigan counties.

The project is unique among State extension services, extension administrators report. No Federal funds are expended for rural school music in Michigan, it is a State financed project administered through the Cooperative Extension Service.

A close, happy relationship exists between the music program and WKAR, Michigan State College's radio station. A weekly radio program designed for young audiences supplements the work of the specialists in the area of music appreciation. Designed originally for the children in the counties where the extension service music program was in effect, the WKAR show became so popular that graded school youngsters, many in urban centers, comprise the main listening audience.

## Alaska Style Show



These girls in Alaska were proud to "show-off" their new attire at a style show in Juneau during a previous home demonstration week. Now, 3 years later, we wonder if the larger girls may not be 4-H Club members helping their mothers to plan and make their school outfits. During 1952, 815 families in Alaska were assisted with clothing-construction problems, 421 with the selection of clothing and textiles, and 132 families with care, renovation, and remodeling of clothing.



J. Earle Coke

# The Future Is Limited Only By Ourselves

**J. EARLE COKE**, Assistant Secretary of Agriculture. Excerpts from talk given at the Fiftieth Anniversary of Farm Demonstration Work, Terrell, Tex., February 26.

quarters more fruit and tree nuts, and about half again as much truck crops, cotton, milk, and poultry products. Last year a man-hour of farm labor produced nearly 2-1/3 times as much farm output on the average as in 1910.

Despite the agricultural progress of the past half century, the years we face present us with a tremendous challenge.

We, who are concerned with agriculture face the challenge of providing better diets for a growing population. Here are some of the facts and figures that underlie this challenge. In 1940 our population numbered about 133 million persons. Today our population is about 158 million. By 1955 it may be 164 million—by 1960, 170 million—by 1975, 190 million or more.

## Must Produce More

Meantime, the trend has been toward fewer and fewer people on farms. Fewer workers, then, must produce far more food and fiber. How shall this be done? There is not a great deal more new land readily available for economic cultivation. The answer of course is that we must get more out of each acre, out of each animal, out of our machines. We must produce more, and yet more, per man-hour of work. We must continue the progress of recent decades—and more than that, we must step up the rate of progress.

In this work, extension plays a vital role. There is even now a great field of education to be worked in carrying present research results to the farmers and out into practice.

Far too many farmers are in the position of the man who told the county agent, "Don't tell me about any more new-fangled ways to farm better. I know how to farm twice as good as I'm doing right now." We must narrow the gap between the time that research achievements become available and the time when they are widely applied on the Nation's farms. The Extension Service can do more than any other agency in bringing about this necessary narrowing of the time gap.

More than 4½ million farm families are now working with the Extension Service and the land-grant colleges in the basic job of putting research and education to work in day-to-day farming and home activities. In other words, we now reach about six farm families out of seven in the Nation.

We should be proud of that record—but in our honest pride we must also honestly admit that more needs to be done. We need to reach the seventh family. We need to do a better job for the six that we are already helping.

We need to improve our service to all farms. We need to continue to stress 4-H work and work with the farm families.

Secretary Benson and the team he has gathered around him believe in education as a basic and fundamental need in helping solve farm problems and in meeting the farm challenge.

The Secretary is firmly convinced that research and education are an investment in the future. The funds

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THIS MONTH the Seventh Citizenship Leader Training School for New York State homemakers will be held at Cornell University, Ithaca, N. Y. The home demonstration agent and a representative of the home demonstration clubs from each county will meet April 15-17 to learn more about how their government functions. The purpose of the school, which is conducted by Dr. E. A. Lutz, who teaches local government in the Agricultural Economics Department at the University, is to train these delegates from each county who, in turn, train leaders of the individual clubs in their home counties.

Some of the main topics to be considered at this school are: 1. Local government—what it does and who does it; 2. State government—citizen responsibility and ways to carry it out; 3. Federal presidential elections—primaries and electoral college; and 4. International relations—trade or aid.

Here are some of the results of this project since the first training school in 1947.

Women of the home bureau units in Livingston County visited the court house and county offices. The story goes that in another county, the citizenship leader invited one of the local officials to speak at their meeting. It is reported that he borrowed the leader's notes from the training school to do some brushing up before he spoke at the meeting!

This citizenship project was start-

# Women Become Informed Citizens

AVIS POPE  
Student Assistant  
Cornell University  
New York

ed through the efforts of the Citizenship Committee of the New York State Federation of Home Bureaus. The committee members felt that if the women of the State knew more about their citizenship responsibilities, they would take their voting privileges seriously and would work for good government in their communities. So this committee launched a campaign to get information concerning civic affairs to New York's homemakers.

To stimulate interest in citizenship, the committee, under the leadership of Mrs. Harland Smith of Delhi, N. Y., published two leaflets in 1945-46

which were distributed to the local homemaker clubs. These leaflets were entitled "Every Home Bureau Member an Informed Voter" and "We All Pay Taxes. Do We Know How and For What?" The committee suggested that about 10 minutes of each meeting be used to discuss the material in these leaflets. Such good discussions ensued, that requests came for a State-wide training school. As a result, the first New York State Citizenship Leaders Training School was held in May 1947. Mrs. Carl Ladd, secretary of the State Federation, said that the response was "beyond all expectations." The success of the program has continued and a training school has been held every year since.

The training schools have covered the following topics: Assessment of real property; local use of State and Federal taxes; State and Federal taxes for public welfare purposes; local and State officials and their duties; jury duty and our courts; town, county, and State government; rural school problems and how to meet them; and elections—organizations and procedures.

So the campaign has been kept rolling and has been piling up good results. Tabulations indicate a steady increase in attendance at the training schools. About 35 attended the first one while nearly 100 traveled to Ithaca for the 1952 school.

These homemakers of New York State are demonstrating that although they are busy in their homes, they are still interested in the way their community, State, and national governments are conducted. Each one is doing her important part in the campaign to get people to take seriously their right as American citizens to vote.

• DONALD JAMES BALCH, animal and dairy husbandry specialist, and ALLEN MERRILL HITCHCOCK, extension engineer, have been added to the extension staff in Vermont.

• EDWARD J. SMITH is the new farm management specialist in Pennsylvania. He was formerly research assistant and instructor at the University of Wisconsin.



Two delegates to citizenship training school talk over an exhibit with Mary Stevenson, chairman of the State Citizenship Committee.



The wife of the host farmer discusses grass silage and grass waterways.

## Women on the Conservation Team

W. R. TASCHER  
Extension Soil Conservationist, U.S.D.A.

WOMEN are playing an important part in the soil and water conservation movement in this country. They are doing this in various ways—in the farm family situations and as leaders in public schools and extension home economics clubs, and in many other activities. An increasing number of women are serving as members of soil-conservation district governing bodies, thus contributing directly to the formulation and carrying out of local soil and water conservation programs. Some are serving as members of State Soil Conservation Committees, officers of State Soil Conservation District Associations, and members of committees of the National Association of Soil Conservation Districts' Program for Greater Service.

Extension soil conservationists, when asked about specific participation and interest of women, revealed information of much significance in extension work. Twenty-nine women were serving as members of governing bodies of soil-conservation districts in as many districts in seven States—Illinois, Florida, Nebraska, Wisconsin, New Mexico, Arizona, and Texas. There were four women members of State Soil Conservation District Associations in three States—Colorado, Florida, and New Mexico. Women's soil conservation organizations were reported in eight States—Michigan, Indiana, Washington, California, Nebraska, Idaho, Minnesota, and Oregon. An auxiliary to the National Association of Soil Conservation Districts was organized in 1951

and now is a thriving organization with attendance of about 100 women from 27 States at their meeting in 1952. Women are serving on various local soil-conservation committees, the most frequent specific reference being to education committees.

Statements and quotations from several of the letters show the scope of activity which is under way in the States. New Jersey reported a woman chairman of the education committee of the Stony Brook-Millstone Watershed Association. Ohio commented on the important contribution women have made in the encouragement of their farmer-husbands to establish planned conservation. Utah described the attendance of women at the quarterly meetings of district supervisor's groups and educational tours. Oklahoma farm women's clubs studied soil conservation as study subject and took part in the Annual Soil Conservation and Improvement Week.

Michigan referred to the appointment of teachers to educational committees of the National Association's Program for Greater Service. "It is my opinion that wives of directors constitute a group that could accomplish a lot, especially in reaching people that cannot be reached by the board of directors in the district."

The Illinois comment was that women landowners in many cases have assisted soil conservation district boards. "It is a healthy sign to see women landowners taking a more active part in farm operation and soil conservation. Women form an important group of landowners on the 60 percent or so of farm land in Illinois operated by tenants, managers, or hired men. Cooperation of landlords is vital in making necessary conservation changes."

Massachusetts cites many women cooperators in soil conservation districts. New Hampshire points out that women are members of State legislatures and many professional and civic groups.

It is quite clear that extension work with women on soil and water conservation will be an increasingly important consideration in carrying on a balanced and effective program of extension soil conservation education in counties.

# Food Retailers Need Outlook Too

"YES, SIR, your job is certainly getting bigger," remarked Earl Butz to M. E. Cromer, county agricultural agent, Delaware County, Ind., as the two men watched some 200 food retailers file up to a heavily laden refreshment table.

The serving of refreshments marked the end of a Purdue grocer meeting, sponsored by the local county extension office in cooperation with food wholesalers and retailers. "Food for thought," a discussion of the business outlook for '53 and food merchandising demonstrations, has been supplied by Purdue extension specialists.

The pattern of the program was an old one, but the group reached was a new and different, yet vital one. For food retailers are the salesmen of the farmers' products. Extension's responsibilities to this group are clearly outlined in the Agricultural Marketing Act. The question is, can Extension expand its already bulging program to include this new field. Rather can extension personnel afford not to accept this challenge if they are fully to service food production and marketing of the country.

## Meeting the Challenge

Indiana extension personnel had made their decision and has been meeting the challenge for some time. Agricultural Extension was not a new thing to the retailers and wholesalers in the Muncie meeting. Many had attended training schools in fruit and vegetable, meat, and poultry merchandising sponsored by local food wholesalers in cooperation with county agents and instructed by Purdue extension specialists. These food merchants were receiving the "Purdue Retailer," a monthly newsletter mailed out by Purdue extension specialists, which kept them abreast of the latest developments in food merchandising and marketing research.

The idea of such meetings was discussed with county agents in five areas previously serviced by the training schools. Specialists suggested

that this first series be developed around the topic "Outlook for Food Distributors in '53." They agreed to adapt their outlook for food distributor audience and to prepare a printed summary for distribution at the meetings.

But how would the trade groups react to outlook meetings? To answer this question, the county agents called together retail steering committees of food wholesalers and retailers, who had previously planned retail training schools. Purdue specialists attended these planning conferences and explained the meeting series to these groups.

## Trade Cooperation

At the suggestion of one committee, food merchandising demonstrations were added to the program. Food wholesalers agreed to inform their sales personnel of the event and to distribute a flier, prepared by the Purdue specialists, announcing the time, place, and sponsors. Local retail grocers' associations passed the word to their membership by means of circulars and telephone calls. County agents agreed to contact the newspapers and to mail out a special letter and reminder postcard to every retailer in their county. Food wholesalers agreed to join ranks in providing a "Dutch lunch."

County agents welcomed the groups, explained the extension service and its activities, and related how this meeting had been planned, giving full recognition to cooperating wholesalers and retailers. Jim Young, marketing specialist from Purdue, demonstrated the technique of boning a beef round and explained merchandising ideas relative to the various cuts. The outlook discussions in the five areas, handled by E. L. Butz, J. C. Bottum, R. H. Bauman, M. P. Mitchell, and J. B. Kohlmeyer, were followed by questions from the audience. A short discussion demonstration based on the Cornell apple merchandising study, presented by E. C.

Oesterle, retail marketing specialist, Purdue, concluded the program.

County agents followed the discussion and demonstrations with a question as to the interest of the food merchants in organizing a similar meeting in the spring.

"I like the type of material that we've had presented here tonight," stated one food dealer. "I'm fully in favor of another meeting."

"How about some facts regarding store operating efficiency?" asked another food dealer.

When the suggestion of future meetings was called to a vote, all five audiences expressed their approval. Agents have agreed to call steering committees together early in the spring and help organize a second meeting. Topics for discussion will be suggested by local groups and developed by extension specialists.

## Extension Teaching Is Effective

County agents are enthusiastic about these meetings. Some have reported their retail steering committees the most productive and cooperative they've ever worked with. And others are convinced that the tested, proven pattern of extension teaching can be applied to groups of food retailers as well as to food producers. There are many problems in the production and distribution of food and many of these problems are of mutual interest among component workers. Extension can and is serving as the educational media in serving these groups.

To better prepare extension workers with the retailers business situation, J. C. Bottum suggested that State records be set up in selected stores to offer some starting point for meetings on retail business management.

Our movement into this field must be slow and secure so that food merchants will develop the same confidence in the Extension Service that food producers now hold. The tested, tried framework is available and the challenge is at hand.

ATTRACTIVE, efficient offices and demonstration rooms are surely an asset to the work of any extension agent. Much has been accomplished in Hillsborough County, Fla., through good will, cooperation, and zealous work.

When the construction of a new County Court House was being planned in Tampa, Fla., the county commissioners wanted to include space for the extension agents' offices that would be easily accessible to both farm and urban people. The commissioners met with the agents to learn their desires and needs. From then on the commissioners and agents worked with the architect on plans for extension headquarters.

Now the results of the splendid co-operation are apparent. Here on the first floor of the new Court House Building are the headquarters of Lora Kiser, Hillsborough County home demonstration agent; and offices and soils laboratory of Alex White, county agricultural agent in this county for 18 years, and his four assistant county agricultural agents. The agents moved in when the building was completed last October. Pictures give you a peek at Miss Kiser's office and demonstration rooms.

This home demonstration agent was all smiles as she greeted Alma Warren, assistant extension editor of Florida, and me when we visited her in November. And, who would not be happy to work in such an environ-

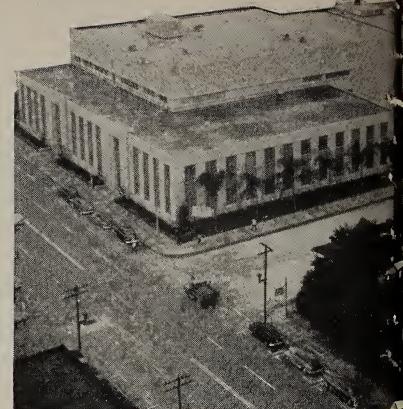
ment. What an improvement these rooms are over the ones she had in a dilapidated schoolhouse where it was necessary to carry pressure cookers and other equipment up three flights of stairs.

The home demonstration suite includes Miss Kiser's office, an office for an assistant, a reception room, sewing and crafts room, gas kitchen, electric kitchen, dining room, conference room, auditorium, bulletin room, and storage spaces. The rooms have been completely furnished and demonstrations are being held where most efficient methods can be used.

## Florida Office Goes Modern

DOROTHY L. BIGELOW

Associate Editor  
Extension Service Review



Hillsborough County Court House

Not only have the agents been fortunate in having the cooperation of the commissioners but the utility companies did their bit, the electric company furnishing the equipment for the electric kitchen and the laundry, and the gas company, the stove and refrigerator for the gas kitchen.

Miss Kiser has been careful in her selection of equipment for the kitchen, laundry, and sewing room so that not all would be the same make. She does not want to influence the women to buy any one make of equipment.

The auditorium seats two hundred persons. Dress revues, parent-



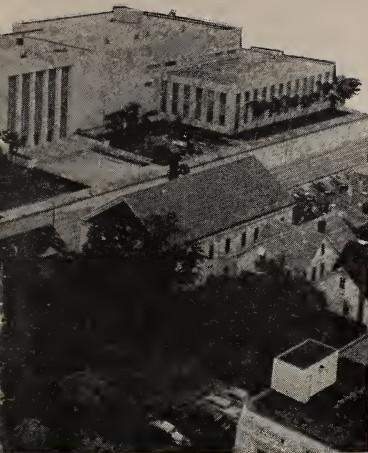
Miss Kiser (at head of table) and guests are served by club girls in the dining room.



Two 4-H Club girls prepare white sauce in the electric kitchen.



County Commissioners Ed Mrs. Eva Bullard, Elsworth



covers two complete city blocks

and-son-and-daughter rallies for 4-H achievement, farmers' meetings, and other activities will be staged here. Senior and junior councils and many other groups will hold their meetings in the conference room next to the auditorium. Twenty large folding tables can be used in the auditorium for family 4-H and home demonstration suppers.

The Greater Tampa Chamber of Commerce which sponsors a dairy show for 4-H youngsters furnishes the lunch served by 4-H leaders.

The dining room will seat 10. It is used for training 4-H girls and home demonstration members in table set-

ting and service and for small dinner parties, teas, and coffees.

As an example of some of the work of the home demonstration agents in Hillsborough County during 1952, 1,445 farm families and 1,192 rural nonfarm families made changes in home practices as a result of the home demonstration program. Of these, 492 belonged to home demonstration clubs. In improving their diets 2,272 families were assisted, 2,732 with food preparation, and 1,138 in improving food supply by making changes in home food production. Working on clothing problems, 1,367 families were assisted with clothing construction, 1,362 with the selection of clothing and textiles, and 426 families with the care, renovation, and remodeling of clothing.

In addition to working with women, the four Hillsborough County home demonstration agents work with 4-H Club girls—Miss Kiser in Tampa; Emily King, whose office is at Plant City; Ethel Weeks, whose office is at Ruskin; and Sudella J. Ford, Negro agent in Tampa. Boys' club projects are included in the work of the county agricultural agents.

#### 4-H Clubs Are Popular

During the year 1,097 girls and 880 boys were enrolled in club work. Members receiving definite training numbered 901 in judging, 1,040 in

health, 982 in fire and accident prevention, and 824 in giving demonstrations.

4-H Club girls from different rural areas of the county who are attending high school in Tampa have organized their own club and will meet in the home demonstration kitchens and adjoining rooms in the evenings. Many other club youngsters from all over the county will come to Tampa to celebrate Achievement Day.

The county commissioners have cooperated in other ways than providing space for the extension offices. Four years ago the chamber of commerce bought a chassis for a county 4-H Club bus. The school board helped fix up an old body which was usable but not in very good condition. Recently the county commissioners purchased a new body for the chassis. This is painted green with white letters, "Hillsborough County 4-H Clubs."

The agents enjoy the cooperation of radio stations, newspapers, and magazines, who are most willing to help with programs and giving information. Every Thursday Miss Kiser gives a radio talk on Mardi Liles' farm program over WFLA. She helps judge recipes for a local newspaper, writes a monthly article, and judges recipes for a State farm magazine. The stations applying for television are eager to televise some of the home demonstration and 4-H Club work.



Simmons, Nick Muccio, Simmons, and Fred Ball. Home demonstration club member demonstrates the use of the automatic ironer.



Secretary gets information from three 4-H Club girls in the reception room.

# The Job of the Home Demonstration Agent

**As envisioned by two of the sturdy pioneers who set the pattern for the modern home demonstration agent.**

## A SUCCESSFUL AGENT

Mother Walker (Mrs. Dora Dee Walker) was dear to the hearts of South Carolinians. Taking up the duties of a home demonstration agent in 1911, she continued as an adviser and was an inspiration to home demonstration agents after her retirement in 1946 up until the time of her death in 1951. The March 1933 issue of the "Review" carried an article on her work from which the following excerpts are taken.

"THE REQUISITES for a successful extension agent are fourfold: First, have a method and follow it literally; second, establish a bond of real sympathy; third, sacrifice self and substitute service; fourth, create confidence."

She emphasized a good supply of food as essential to the welfare of the home. Every woman also put up 10 extra containers for the poor. Beauty was a cardinal point on Mother Walker's creed. With the slogan "Beautify South Carolina from the mountains to the sea," home demonstration work left a trail of lovely homes in its wake. Two model home grounds were established in each of the 46 counties. Turning her attention to social and recreational activities, she set about establishing model communities in each county. "I knew the spirit would be contagious once I could establish one model center in a county," she said.

"What a wonderful privilege and pleasure, to be endowed with the mission of showing the world the wisdom of developing the country home with all of its profit and beauty and to stand the champion of happier and more efficient farm homes, better school life, better

church life, better community life, all inducing a better citizenship. To be a common multiple in distributing extension plans and projects is glorious. To be a common multiple in helping to solve some of the home and farm difficulties is more glorious. But to help create a vision of life on a higher plane is most glorious."

## DEVELOPING LEADERS

Neale S. Knowles was appointed in 1917 as an emergency agent in Iowa, and served later as State home demonstration leader until she retired in 1939. The following excerpts are from her article entitled **The Home Demonstration Agent, published in the June 1934 "Review."**

DURING the last 20 years, home demonstration work has worked its way up from the specific-service

type of help to a high type of leadership and adult education.

The home demonstration agent is not only a teacher but an inspiring leader and friend. As a teacher, the home demonstration agent helps women to keep in touch with the latest information, not only concerning the home but concerning the woman's responsibility as a good citizen. As a leader, the home demonstration agent helps women to see the home from the educational, recreational, and aesthetic viewpoint as well as the more obvious phases of homemaking.

The home demonstration agent helps women to experience real joy in serving as community leaders, whether the need be public health, recreation, sanitation, education, or any phase of civic responsibility.

As a leader and friend, the home demonstration agent helps to bring

(Continued on page 85)



After riding 100 miles with demonstration equipment.



Modern equipment lessens the time and strain.

# Job or Profession?

F. D. FARRELL  
President Emeritus  
Kansas State College

IN OUR various vocations each of us determines—and demonstrates—whether he regards his work as a job or as a profession. We make this determination by what we do, how we do it, how we behave, what we are, and how we think, speak, and write about our work.

The dictionary defines a job as "a piece of work, especially of an odd or occasional kind, or one undertaken for a fixed price." It defines a profession as "a calling or vocation, especially one that requires learning and mental, rather than manual, labor."

I would amplify these definitions by saying that one working at a job is actuated chiefly by the pay he receives and may sometimes give as little as possible in return for that pay, while one engaged in a profession, though not indifferent to pay, regards his work chiefly as an opportunity to render important service and strives constantly by study and self-discipline to improve the quality of that service. And, I repeat, each of us determines for himself whether his work is a job or a profession. It matters not what one's vocation is, be one a house painter, a plumber, a shoemaker or a college professor, each of us determines in which category his own work belongs.

The nature and the importance of extension work require that for maximum beneficial effectiveness each of us who does extension work regards that work not as a job but as a profession. I should like to suggest a few of the things that we must do and something of what we must be if our extension work is to have high—that is, professional—quality.

*We must be accurate.*—The sciences underlying our respective specialties are dynamic, not static.



F. D. Farrell

What appeared to be the best thing to do a year ago in a particular situation may be obsolete today. Something accepted as true a year ago may now be known to be false. These changes are brought about by research and by other developments in a dynamic society. To keep up with new and significant developments, and so be able to be accurate in what we say or write, requires constant study, close contact, direct or indirect, with research personnel, and much hard, clear thinking.

*We must express ourselves clearly and correctly.*—We human beings are endowed with a high capacity to misunderstand. If what is said to us, orally or in writing, is unclear or incorrectly stated, this lamentable capacity of ours may be brought into full and harmful play.

To speak and write clearly and correctly requires that we "sweat blood," as H. L. Mencken once said. Even what is often regarded as trivial may have real importance in what we say or write. Every extension worker owes it to himself, to the public, and the college to be reasonably grammatical, to call things by their correct names, and to pronounce important words correctly. If I say, "I ain't never say none of them things" or "Smith asked Jones and I to come to his office," I might not be misunderstood but I would reflect discredit

on myself and on the college. If I say kafir corn and milo maize, I imply incorrectly that kafir is corn and that milo is maize. If I call soil dirt or if I mispronounce such common words as program, research, protein, and resources—as some of us, I regret to say, do—I may prompt some well-informed citizen to write to the governor or to the director of extension to complain that I am not a creditable representative of the college. If we are to be truly professional we must not forget that, as Dr. Johnson said 200 years ago, "example is more efficacious than precept." Our example should be such as will stimulate and guide our constituents on the way to self-improvement.

Three things I should like to emphasize particularly as factors for truly professional behavior and for constructive effectiveness in extension work:

*Technical competence*, kept high by unremitting study. This includes competence in the use of language, our chief means of communication.

*Enthusiasm*, by which we stimulate interest in what we say and write and do and which helps us to withstand "the slings and arrows of outrageous fortune."

*Scientific and personal integrity*, which is an indispensable basis for the continued confidence of our constituents and a requirement for our own self-respect.

If we are to be professionals rather than mere job holders, we need to take carefully into account such things as I have mentioned, and others like them. Superior extension work is as difficult as it is important. Superiority in extension work never reaches a point from which it cannot and should not be raised still higher.

- **BERNICE J. THARP** is now assisting with the clothing program in Pennsylvania. Miss Tharp, a native of Oklahoma, goes to Pennsylvania from Preble County, Ohio, where she was home demonstration agent for 11 years.

- **LUCILE HOLADAY**, formerly of the Iowa Extension Service, succeeds Mary May Miller, who retired recently as home management specialist in Minnesota.

# About People . . .



- DR. HERBERT R. ALBRECHT, head of the department of agronomy at the Pennsylvania State College and widely known for his work in forage crop research, has been named director of the Agricultural and Home Economics Extension Service by President Milton S. Eisenhower, beginning on July 1.

As State extension director he will succeed J. Martin Fry, who has held that post since 1942. Director Fry was eligible for retirement last June 30 but has continued to serve at the request of the college administration pending selection of a successor.

Dr. Albrecht was educated at the University of Wisconsin, and his whole career has been identified with land-grant colleges. At Wisconsin he earned his bachelor's, master's, and doctor's degrees, majoring in plant genetics.

In 1936 he was named assistant agronomist at Alabama Polytechnic Institute where he initiated a program in plant breeding work with forage crops. Five years later he was made associate agronomist. In 1944 he went to Purdue to set up research



Dr. Herbert R. Albrecht

in forage and turf breeding, and a year later was made assistant chairman of the department of agronomy. Most of his time at Purdue was devoted to plant breeding and the teaching of genetics.

On September 1, 1947, Dr. Albrecht was named head of the department of agronomy at Penn State where he has developed a forage crop research program that has been rated as one of the foremost of its kind.

Active in the American Society of Agronomy, he was largely instrumental in bringing that organization to the Penn State campus in the summer of 1951 for its first convention in the Northeast. During that convention he was made a fellow of the society, and is now serving as president of the Crop Science Division.

Outstanding work in forage crop research at Penn State helped influence its selection also as the site for the Sixth International Grassland Congress last August. For this worldwide gathering of agronomists and other scientists, Dr. Albrecht served as deputy secretary general, was general chairman of local arrangements and vice-chairman of the executive and program committees.

He is chairman of the Northeast Regional Forage Crops Technical Committee, under the Research and Marketing Administration, and during the last 2 years has closely cooperated with the Extension Service in the development of a grassland program for Pennsylvania.

- MAY CRESSWELL, Mississippi home demonstration leader, has been named "Woman of the Year in Service to Rural Homemakers in Mississippi" by a southern farm magazine. Miss Cresswell entered extension work as the first home agent in Washington County, Miss., in 1917. In 1924 she was appointed district agent. Miss Cresswell's career grew with the growth of the extension service; when

she became State home agent in 1929, only 56 of the 82 counties in Mississippi employed white home agents and only 19 employed Negro agents. Today there are 80 white home agents, and 54 Negro agents. In addition, there are 30 assistant home demonstration agents. The 266 home demonstration clubs in 1929 have grown to 1,114 clubs serving 22,935 members. Because of her understanding of rural youth, 4-H Club enrollment has climbed to 59,243. Last year the 16 home demonstration markets in the State brought more than \$120,000 to the rural women.

Miss Cresswell was presented the Superior Service Award of the U. S. Department of Agriculture in 1949.

- E. H. SWINGLE, county agricultural agent in Bradley County, Tenn., for the past 13 years, has been appointed district agent. He will have supervision of county agent work in 16 counties, with headquarters at Chattanooga. He will fill the position vacated by the death of C. L. Dougherty, who had been District III Agent for the past 17 years.

- WILLIAM A. AHO of East Lansing, Mich., is the new extension poultryman in Connecticut.

- HORACE L. MANN is the new extension dairy specialist in Pennsylvania.

- DALLAS RIERNSON, Eddy County, N. Mex., extension agent for the past 7 years, has been appointed State county agent leader. A graduate of New Mexico A. & M. College in 1941, he will succeed Alfred E. Triviz, who has been promoted to the position of assistant extension director.

- WINIFRED I. EASTWOOD is the new State leader of home demonstration agents in Massachusetts. Since 1949 she has been home demonstration agent in Dutchess County, N. Y.

Miss Eastwood is a native of Ne-

braska and a graduate of Sterling College, Sterling, Kans. She has taken summer school sessions at Iowa State College and the University of Wisconsin and received her master of arts degree from Columbia Teachers College.

In addition to Dutchess County, she has done home demonstration work in Waukesha County, Wis., and Schenectady County, N. Y. She was secretary of the New York State Home Demonstration Agents. In the field of home economics, Miss Eastwood has specialized in home furnishing, family life, and mental hygiene, but has had broad experience in all fields of home demonstration work.

• FLORENCE WALKER, former Hunterdon County, N. J., home demonstration agent, is now associate State leader of 4-H Club work.

• BLANCHE COIT, retired December 31 after 32 years with the Pennsylvania Extension Service. Twenty-eight of these years she spent in Bradford County as home demonstration agent. The other 4 years she was on the State staff; 2 years as home management specialist and 2 years as a supervisor of the home economics program in the State.

• CHARLES BEER, Anoka County agent, Minn., won the fifth annual Minnesota Information Contest. He was honored because of his outstanding work bringing important agricultural information and advice to farmers through the cooperation of the press and radio and through the use of visual aids and circular letters.

The information contest, which brought over a hundred entries from county extension workers throughout the State, had sections for press, radio, visual aids, and circular letters. As Beer's entries were judged to be among the best in all sections he received the top award.

• GEORGE E. ERICKSON of Concord, Mass., county 4-H Club agent in Middlesex County, has retired after 33 years of service. Mr. Erickson has worked with more than 90,000 boys and girls and 10,000 volunteer 4-H leaders in his work as agent in Middlesex County.

# How To Use Fertilizer Efficiently

W. A. MITCHELTREE  
Associate Extension Specialist in Soils, New Jersey



Granular ammonium nitrate is easy to handle and spread.

THE PROPER use of fertilizer will be acquired only when farmers have a thorough understanding of the basic principles of soils and complete knowledge of crop needs. Research at Rutgers University has been primarily concerned in obtaining data, and Extension has been moving it to the field in the most expedient and logical manner. The extension teaching has been so arranged that the soils specialist is spending his time on the theories and fundamentals of fertilizer use, and the commodity specialists are handling the specific recommendations for their respective crops.

Specific things which New Jersey has been doing are: (1) Providing a soil-testing service from a centralized laboratory in New Brunswick; (2) establishing trial county soil-testing laboratories; (3) publishing a bulletin on current fertilizer recommendations; (4) holding annual meetings of fertilizer manufacturers to consider grades and ratios in fertilizer manufacture; and, (5) hold-

ing fertilizer and seed dealers' meetings to bring new and up-to-date fertilizer information for their use.

The most recent extension activity of this kind has been a fertilizer dealers' and salesmen's field laboratory session. It was held by the extension soil conservationist and the soils specialist. The main object of these meetings was to advance to these men not fertilizer information but basic and fundamental soil-management practices. These field meetings pointed out how rotations stabilized aggregation, increased infiltration, caused more efficient water recharge of the soil profile, reduced runoff and erosion, increased base exchange capacity, helped to correct minor element deficiencies, made for a better natural nitrogen release, improved the efficiency of fertilizer usage and caused an improvement of the soil so that even better crops could be grown next year. It showed how a soil conservation plan did just this, plus matching the crop to the soil upon which it could best grow.

# Regional Summer School Plans, 1953

## Dates, Courses, and Instructors

### PRAIRIE VIEW—June 1-20

Government and agricultural policy  
(T. R. Timm)

4-H Club organization and procedures  
News, radio and visual aids (Sherman  
Briscoe)

Rural sociology for extension workers  
Rural health problems  
Extension clothing methods (Alice  
Linn)

### WISCONSIN—June 8-26

Development of Extension programs  
(J. L. Matthews)

Evaluation

Extension methods in public affairs  
(J. B. Kohlmeier)

4-H Club organization and procedures  
(John T. Mount)

Extension communications (M. E.  
White)

Sociology for extension workers (R.  
C. Clark)

Extension supervision (F. E. Rogers)

Extension philosophy (W. W. Clark)

### ARKANSAS—June 29-July 17

Extension's role in public problems  
(L. J. Norton)

Developing extension programs (J.  
W. Fanning)

Effective use of news media (A. J.  
Sims)

Extension Supervision (L. I. Jones)

Organization and procedures in 4-H  
and youth programs (Robert C.  
Clark)

Evaluation of extension work (Gladys  
Gallup)

Use of groups in extension work  
(Raymond Payne)

### CORNELL—July 6-24

Program building in extension educa-  
tion (J. Paul Leagans)

Evaluation (Laurel Sabrosky)

Extension work with 4-H Clubs and  
young adults (C. C. Lang)

Extension information and communica-  
tion methods (Lowell Treaster)

Psychology for extension workers  
(Paul Kruse)

Land economics and management  
(Lloyd Davis)

Management in relation to household  
equipment (Lucille Williamson)

### COLORADO—July 20-August 7

Principles in the development of agri-  
cultural policy (J. Carroll Bottum)

Principles in the development of  
youth programs (T. T. Martin)

Extension information service (Bill  
Ward)

Public relations in extension educa-  
tion (William L. Nunn)

Workshop for extension nutritionists  
(Evelyn Blanchard)

Principles and techniques in exten-  
sion education (Ken Warner)

## Wyoming to Afghanistan

The University of Wyoming and  
the Kingdom of Afghanistan have  
entered into an agreement whereby  
technical assistance will be afforded  
to the Near Eastern Government in  
developing its agriculture.

Dean H. M. Briggs of the College of  
Agriculture announced that this  
unit of the university is to be the  
agency working with the Department  
of State under the Technical  
Cooperation Administration in the  
Point Four program. The Depart-  
ment of State has the contract with  
the government of Afghanistan, and  
the university in turn is under con-  
tract with the Federal Government.

Wyoming was chosen for this un-  
dertaking because of similarities be-  
tween this State and the Afghan  
Kingdom in topography and climate.

Future plans call for establishment  
of a research program in the Hilmend  
Valley of Afghanistan, where an irri-  
gation dam is being constructed.

The economy of the eastern land is  
one of nomad herds and flocks, but it  
will have a high agricultural poten-  
tial when irrigation is realized, ac-  
cording to Mr. Briggs. "In this proj-  
ect we will attempt to teach these  
people, in their primitive circum-  
stances, to increase the productivity  
of their country by improving their  
agricultural practices through irri-  
gation, and to improve their range lands  
and livestock program," he said.

## President Greets 4-H Winners



President Eisenhower receives the 4-H Club Report to the Nation, presented at the White House, March 10, by a group of national achievement, citizenship, and leadership winners. From left to right, Marlene C. Hutchinson, Nebraska; Francis Pressly, North Carolina; Caelyn Crumm, Oklahoma; President Eisenhower; Rollin Shoemaker, Colorado; Edna Adrian Short, Georgia; and William A. Davis, Jr., Georgia.

# A Good Idea Works Across the Seas

JAMES F. KEIM, Agricultural Extension Specialist, Pennsylvania

FOR 50 years the demonstration method of agricultural education has been used in the United States. I have often wondered how Dr. Seaman A. Knapp felt as he saw the application of the idea cover this Nation of ours, as the incoming tide slowly covers the beach.

In Germany over a period of 4 years, I had occasion to introduce the use of the demonstration method of education in agriculture and home economics extension. Often as I worked with rural German leaders on this program in Wuertemberg-Baden, I reflected on the effectiveness of the demonstration method. It had an appeal to the ever practical mind of the German farmer who believes only what he sees. Ofttimes he developed new methods of applying this easily understood principle. I saw the skepticism of farm leaders turn to enthusiasm as they grasped its significance, and it actually seemed to set their minds on fire. New ideas tumbled out as to how they could put it to use, presenting facts to farm folks.

Director Emeritus Brokaw of Nebraska College of Agriculture visited us as a consultant at the beginning of this program and spoke often of how the situation paralleled the beginning of extension work in Nebraska 50 years ago among the farmers who had then but recently emigrated from Germany. He told of their reluctance at first, their enthusiasm and cooperation when convinced through demonstrations.

It reemphasized a fact so often recognized by veteran extension workers, "You must start with people where they are and take them forward, step by step."

We also learned how important it was to have faith in the intelligence and good will of the people with whom we worked; that it was most essential not to make corrections or suggestions for improvement of a demonstration on the spot in the presence of an audience. It was more important that our cooperators actually participated in a demonstration than that they did it in a man-

ner that we thought correct in every detail.

We are proud that they liked our extension demonstration so well that a department or institute was established at Hohenheim Agricultural College, the oldest agricultural college in continental Europe. This institute is charged with heading

agricultural extension methods and techniques to the college students with research on extension, and with on-the-job training program for extension workers. A home economics institute is in the process of being built at the same college. All this is the result of a practical demonstration—the application of a great idea.



Before and after. A kitchen demonstration in Germany tells the story of happier, more effective living.



# Homemakers Contribute to International Peace Garden

GRACE DELONG, Home Demonstration Leader, North Dakota

beds, an artificial lake, and other beauty spots. On the American side the plantings follow more closely the native pattern, but shelters, picnic grounds and an outdoor amphitheater have been added. Good gravel, all weather roads wind through the entire garden. Caretakers live there the year round.

Although some money was allotted to the projects by the governments of Canada and the United States, much of the financial support has come from gifts received from interested individuals and organizations. From the first the Women's Institutes of Canada, particularly those of Manitoba, have been active in support of the project, but until recently no women's organization in the United States has seriously sponsored the garden.

About 3 years ago a group of North Dakota homemakers, headed by Mrs. L. R. Maust of Cando and Mrs. G. I. Gangnes of Argusville, decided to see what they could do to arouse State and national interest among rural women. They laid the matter before the National Home Demonstration Council at the meeting at Colorado Springs.

At the East Lansing, Mich. meeting a resolution was passed approving the Peace Garden as a worthy project and recommending that State councils contribute at least \$10 per year. As a result, about \$200 was received from the various States and the Peace Garden Association has received many requests from far places for information.

That same year the North Dakota Homemakers' Council recommended to its local homemakers' clubs that each make a voluntary contribution of \$1 per year. In 1952, North Dakota clubs sent in \$620. Two hundred and twenty-five dollars of this fund and an equal amount from the women of Manitoba was used to erect a much-needed information booth.

North Dakota and Manitoba women also contributed to the expense of a volunteer who donated his time to manning the booth a part of each day.

In the first 7 weeks after the booth was open 4,300 persons from 41 States and 8 provinces stopped to register and get information about the Peace Garden.

North Dakota Homemakers have organized tours from many counties and the enthusiasm grows as more and more people visit the garden and tell their friends about it.

In his 1952 report, M. J. Tinline, the superintendent, says: "Women's organizations recognize the part the International Peace Garden can play in molding, developing and maintaining the peaceful relations that now exist between these two nations. The garden can be made into a place of beauty which will call the attention of nations everywhere to the fact that here on the North American continent there is a frontier 3,987 miles long between two nations, and the only fort is this Fortress of Friendship."

North Dakota Homemakers would like to tell their friends all over America that further information can be obtained by writing to John A. Storman, chairman, Board of Directors, Rolla, N. D., or to Harry A. Graves, executive secretary, North Dakota Agricultural College, Fargo, N. D.

- WILLIAM C. DAVENPORT, 4-H Club agent, Burlington County, N. J., is the new president of the National Club Agents' Association.

Mr. Davenport has been serving boys and girls of Burlington County through 4-H Club work since April 1946. He is a graduate of Rutgers University's College of Agriculture and served as an Army Air Corps lieutenant during the war.

Cairn at the entrance of the International Peace Garden between North Dakota and Manitoba.

STRIDE the international boundary, at a spot very close to the geographical center of the North American continent, lies a tract of some 2,200 acres of Canadian and United States soil, called the International Peace Garden.

Within sight of the highway stands a large pyramid shaped cairn built of simple field stone, bearing a plaque with this arresting inscription: "To God in His glory we two nations dedicate this garden and pledge ourselves that as long as men shall live, we will not take up arms against one another."

That cairn was dedicated in 1932 in the presence of a great throng variously estimated as 25,000 to 50,000 people.

The idea was the brain child of Dr. Henry J. Moore, a native of Ontario, Canada. The plan was worked out by a committee of 50, half Americans and half Canadians. The land was donated by the governments of Manitoba and North Dakota.

From a tract of virgin prairie farm land and low wooded hills called the Turtle Mountains, the area has been gradually developed into a place of real beauty. The stone cairn is flanked by the Stars and Stripes and the Union Jack on tall flag poles. The Canadian area, a little more formal, has beautiful shrubs, flower

## The Future

(Continued from page 72)

spent for education and research should be regarded not merely as expenditures, but as the very best kind of investment.

Today the farm family is pushing for research—is seeking information—is asking for guidance. That is a challenge Extension must meet—not only meet but anticipate. We want to lead, not wait to be pushed.

If we do take the lead in this educational endeavor, then we shall be doing our part to make a reality of that saying with which I began this talk: namely, that the "future is a world limited only by ourselves."

As we think back over the road Extension has traveled these past 50 years, we are led to the realization that there are two kinds of education.

One kind teaches us how to have a living—the other teaches us how to live. Think back, if you will, to the early days when Extension was bounded by a rather narrow concept. The county agent went out to demonstrate to the farmer how to cull chickens. That was education in making a living.

Through the years we have remarkably broadened this concept of the role of Extension. Today the Extension worker is the focal point of a program which helps farm people not only to make a living but which helps them to live better. This is as it should be. Agriculture is in a special sense a family affair.

As we look ahead, we can have full confidence in the ability of American agriculture to meet its challenges now and in the future. We have the capacity to produce food and fiber aplenty for the abundant living we all desire; and the growth of our Nation assures us of an expanding market for farm products. A recent survey of agriculture's productive capacity, prepared by the cooperative work of the land-grant colleges and the Department of Agriculture, indicates that total farm output could be increased by some 20 percent within a 5-year period. Farmers could do this by widespread adoption of improved practices that are already known and by greater use of

fertilizer and machinery. This, in turn, would imply a speeding up of educational and operational programs. I mention this survey to point out that American farmers can meet any foreseeable demands for farm products that might be made upon them. I mention it also to show the widening importance of Extension's role in our agricultural future.

As to that larger task of fostering harmonious, cooperative, and peaceful living throughout the world, here, too, we must all play our role to the full. The work that Extension has done in the past—work that has helped to make the farm segment of the economy more articulate, cooperative, and responsible—has already paid rich dividends. So, too, will Extension's present efforts among the farm youth and adults of the Nation pay dividends in the years ahead.

## Job of Home Demonstration Agent

(Continued from page 78)

about a spirit of cooperation between individuals and between organizations. She inspires the women with courage and faith in their own ability to achieve. She helps women to accept their responsibility toward the development of rural living.

This responsibility is not only for the present but for the future. The home demonstration agent has the future in mind when she helps women to serve as 4-H Club leaders and helps them to feel that the real purpose of 4-H Club work is to develop strong agricultural leaders and high standards of future rural living.

The fundamental development in home demonstration agent work has been toward a broader vision of purpose and goals. Some of the definite achievements have been definite organization, carefully planned and definite educational programs, strong local leadership, cooperation with other organizations, broader vision of good citizenship, greater appreciation of educational opportunities, greater love for rural living, and full appreciation of the home demonstration program as an adult-education program.

## Creating Conditions for Good Human Relations

(Continued from page 68)

status and prestige determines to a large degree the interaction pattern of people with whom we work. And that goes from the top down. This principle holds true in the Extension Service, to the mother in her kitchen, to daddy and the youngsters. And it is as valid with the youngsters and their gang; and even the youngsters and their pups get along according to the emotional climate created for the pups by the youngsters who are their "leaders."

To be effective in our human relationships requires that we constantly strive toward better mental health. The healthy-minded person—so Edward Lindeman describes him—never expects to be free of conflicts. Conflicts are a real part of all of human living. How we live with them and how we handle them is important. The healthy minded person never expects ultimate solutions to human problems—solutions are usually mitigations; they're helps to the situation rather than complete clarification.

Then there is humor, the magnificent gift of man which is the leavening for all of human living—humor which rises out of confidence in self and confidence in one's fellow men and makes it possible for us to laugh together at our foibles and follies.

Human relations is the sum of your behavior and mine, your attitudes and mine; our values, how we feel about ourselves, and how we feel about other people. Our effectiveness in living with ourselves and others is expressed in such simple things as the tone of our voices, the set of our bodies, in the way we act, the way we speak, the way we look to and at others.

Your job and mine as leaders is one of being an example for others, whether we want it that way or not. We teach what we feel and live and act. As we work and live, giving ease and security to others, so we come nearer to more effective human relationships, more happiness in human living, more efficiency in the jobs others and we have to do.

## Needed—The Woman's Touch

(Continued from page 69)

while they are growing, of course, we must protect and conserve collateral forest values, especially water.

To bring this about, perhaps groups in the East and in the Lake States might concentrate on building up forest growing stock. Idle acres anywhere impose a burden on local communities.

In addition to planting trees on 30,000 acres annually on the national forests, the U. S. Forest Service also cooperates with the States in encouraging the planting of trees on privately owned lands. It has been estimated that there are over 60 million acres of such land.

The individual States, using some Federal money along with their own, produce trees in State nurseries and sell them at nominal prices to their citizens. A goal of planting a billion trees a year on a million acres has been suggested as reasonable. At the present time planting is proceeding at about half this rate. Take part in the speed-up. Government agencies, school clubs, industries, and business institutions are lending a hand. Your youth clubs and farm women can help plant a community project area. Clubs, banks, and business houses

may underwrite the expense of making tree-planting machinery available if you get a big project under way. Industries and soil conservation districts give trees to landowners. Sportsmen's groups and schools can plant tracts of available idle land. In many States demand for trees exceeds the supply, but nurseries are expanding rapidly. Sponsor planting programs, large or small. Have your group get behind the men and organizations who hope to make these acres productive. Plan and carry through county-wide or State-wide campaigns.

Get your women out there one fine afternoon and dibble around! At the end of a few hours they may have aching backs, but in a few years all of you will experience the thrill of being able to point to a marching mile of trees you helped to plant. "They wouldn't be there if our women hadn't done it," you will announce. And while the trees are growing you will find yourself going back again and again to be sure your personal trees are standing straight and brave. A baby forest can be just as appealing as animal young.

In the Northwest, farm women will do well to learn what cooperating industries are doing to manage holdings on a sustained yield basis. Arouse public appreciation of wise

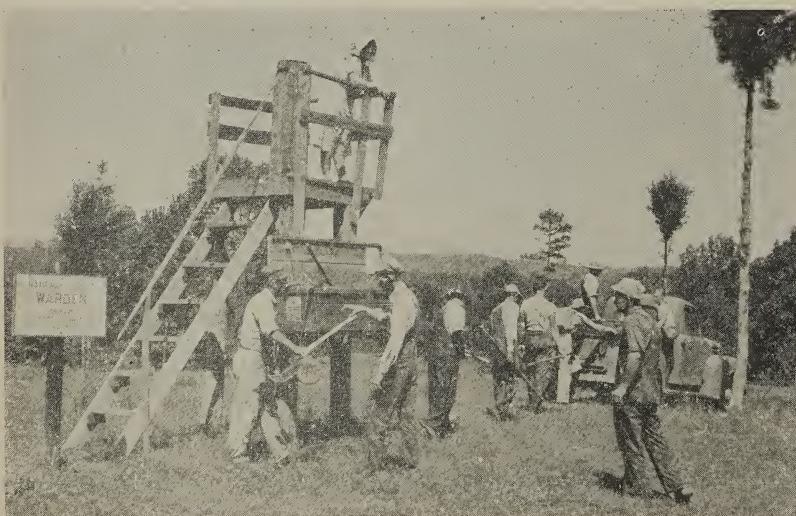
management so that other operators will follow suit. Your group can do much to help make clear what sustained yield practice means in terms of jobs, stable communities, even placement of children in good local schools. When a lumber company operates on a long-term, planned, cutting cycle the men who work for it can have family life, good schools, churches, shopping centers, community centers, and recreational facilities.

In the Southeast, groups might well work with the Cooperative Forest Fire Prevention campaigns to help hold down forest fires.

Fire occurrence in the South is much higher than elsewhere in the Nation, due largely to the fact that so many people do not appreciate the economic value of southern forests and have been slow in taking action to prevent fires. It is of utmost importance that every effort be made to bring about active participation in forest protection. A good thing to remember is that even little fires kill little trees—the money crop for tomorrow. In the calendar year 1951, just in the South alone, timber valued at over \$23,000,000 was damaged or destroyed by forest fires. Man-caused fires were responsible for 95 percent of this loss—a shameful record. Work to make people fire-prevention conscious. I know of no place where patriotic women, willing to spend time and energy, can do their land a greater service.

Youth activities can be planned so that farm boys and girls can discover the how, why, and wherefore of their dependence upon natural resources, and what their personal contribution to the conservation movement can be. Campfire Girls of America have an ambitious program called Down to Earth in which thousands of youth groups are participating.

In the Southwest, water difficulties beset the inhabitants of western plains and semidesert communities to an extent not encountered in the rest of the Nation. If we want to have usable water, favorable plant and soil structure must be restored where it is lacking. This cure is needed for land ills in places where grazing has



National forest fire warden issues fire-fighting tools to his crew as they head for the pick-up truck and the fire. The warden's wife keeps an eye on the "smoke." During the fire danger weather she serves as the lookout when the menfolk are busy in the fields.

hurt range lands; where excess cutting has removed forest cover.

New Mexico Federation of Women's Clubs asked the Forest Service to set aside a piece of land along the highway which would be a part of the Service's big reseeding program, so that clubs might sponsor reseeding on this special plot and watch the results.

Enough money was collected from 2,000 women in 36 clubs to reseed 33 acres. The Forest Service agreed to plant intermediate wheat grass and the New Mexico Federation agreed to sponsor the project for 25 years. Each year the seed from this plot is to be harvested and used to reseed other depleted range land. The trail is marked for other women to follow.

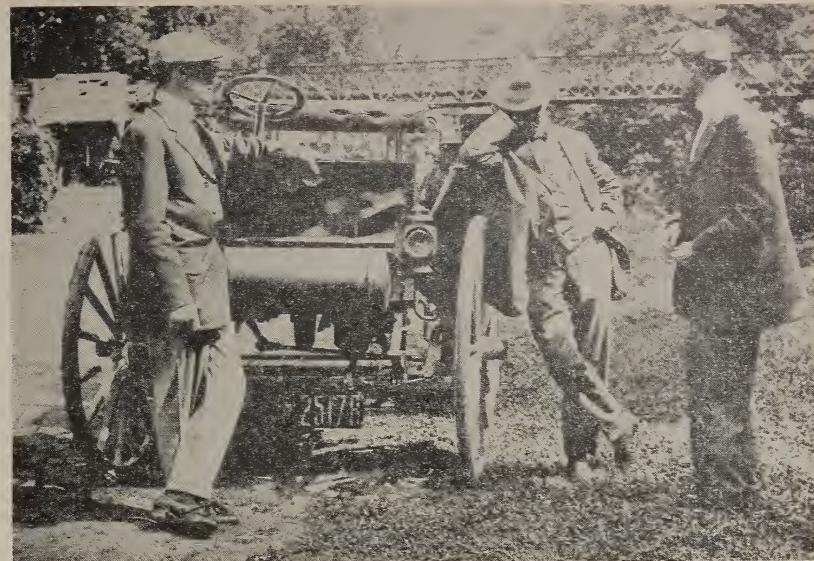
You can plant trees, get forest cover or restore grass on lands in Utah, New Mexico, Maine, Georgia, Colorado, Florida, and Virginia. You can insist on good cutting practices that keep the forest producing in Maryland, Louisiana, and Indiana. You can work to prevent careless humans starting forest fires in every State in the Union. You can promote wise watershed management in every neighborhood where water, land, and people exist.

Lack of knowledge, indifference, and carelessness are the chief obstacles in the way of conservation practices. An informed group can fight these. Read! Listen! Observe! Think! Act! North, South, East, or West, conservation is the business of every farm woman.

Soil, water, forest, wildlife, and minerals constitute our ultimate wealth, our ultimate security. These resources are the physical foundation for our prosperity and our freedom. They are the very stuff of life itself.

Use them wisely, and build them UP.

• Four members of the Extension Service in New York State were given awards of merit by the Cornell University chapter of Epsilon Sigma Phi, national honorary extension fraternity, at its annual meeting. Those honored were: ROBERT A. DYER, 4-H Club agent in Columbia County, for excellence in radio programs; DIRECTOR L. R. SIMONS of the State



## Pennsylvania's First Agent

A. B. Ross, the first agent in Pennsylvania, was a young corporation lawyer who went to his childhood home in Bedford County to regain his health. He rode around in a buckboard visiting farmers, asking questions, finding out their problems and offering help. He sent for U. S. Department of Agriculture bulletins, and summarized and mimeographed them to give out to farmers. He bought seed corn and gave it to farmers who

would follow his directions. He experimented with inoculation for legumes. The Department of Agriculture, hearing of his work, offered him a nominal salary and the franking privilege in 1910. He was then able to enlarge his work and soon had a stenographer and an automobile. History does not tell which of these men is A. B. Ross, but does indicate that one of the other men is Farm Management Specialist Billings.

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Extension Service for unusual and effective leadership; ERNEST C. GRANT, 4-H Club agent in Chemung County for achievement in an extension project; and PROF. H. A. WILLMAN, author of "The 4-H Handbook," for excellence in written material.

• GEORGE C. HERRING has been named assistant director in Virginia. Following his graduation from Iowa State College in 1920, Herring went to Virginia as a livestock specialist. Since 1931 he has been in charge of the animal husbandry program.

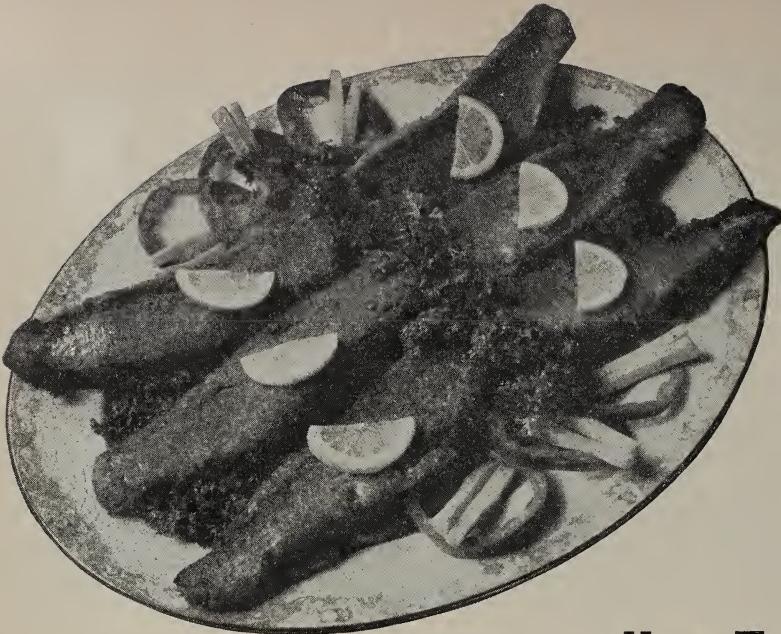
• ARTHUR F. SHAW, former Gallatin County, Mont. agent is now extension agronomist in Montana.

Shaw has been a 4-H Club mem-

ber, extension clerk, served 4 years in the Pacific area during the last war, and was Gallatin County agent for nearly 4 years. He earned his B.S. and master's degrees in agronomy at Montana State College.

• ALDEN B. LOVE, 56, Michigan extension staff member for 30 years, died January 4 at the U. S. Veterans' Hospital at Saginaw. He had been seriously ill for more than a year and was granted disability retirement from his post as extension specialist in agricultural economics last July.

In 1930 he came to East Lansing as a marketing specialist in agricultural economics. For 3 years prior to his retirement he served as head of the extension program in consumer education.



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